

## Abstract

A printer controller configured to generate dot data for supply to a printhead that includes at least first and second longitudinally extending printhead chips that are positioned adjacent each other either side of a join region such that a printing width of the printhead is wider than the length of either printhead chip, the printer controller being configured such that, in the event that the printhead chips to which dot data is being supplied are of sufficiently unequal relative length, the dot data is supplied more frequently, or at a higher rate, to the longer of the two printhead chips.